

# DUPLICATE INVOICE



**WESH**  
**1021 N. Wymore Rd.**  
**Winter Park, FL 32789**  
**Main: (407)645-2222**  
**Billing: (407)389-7661**

www.wesh.com

Billing Address:

**American Rambler**  
**Attention: Accounts Payable**  
**138 Conant Street**  
**Beverly, MA 01915**

Send Payment To:

**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
960278-1	10/14/12	October 2012	10/01/12 - 10/09/12
Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Romney/R/President	ROMNEY/P/R	

Flight Dates	Order #	Alt Order #
10/03/12 - 10/09/12	960278	07910027

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	ROMM	

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/03/12	10/05/12	M-Su News @ 11PM	11-1135p	--222--	:30	6	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	--222--	6	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	W	10/03/12	11:13 PM	M-Su News @ 11PM	11-1135p	:30	2012MRFP130H	\$1,400.00 NM
4	WESH	W	10/03/12	11:34 PM	M-Su News @ 11PM	11-1135p	:30	2012MRFP130H	\$1,400.00 NM
2	WESH	Th	10/04/12	11:11 PM	M-Su News @ 11PM	11-1135p	:30	2012MRFP130H	\$1,400.00 NM
6	WESH	Th	10/04/12	11:34 PM	M-Su News @ 11PM	11-1135p	:30	2012MRFP130H	\$1,400.00 NM
3	WESH	F	10/05/12	11:12 PM	M-Su News @ 11PM	11-1135p	:30	2012MRFP130H	\$1,400.00 NM
5	WESH	F	10/05/12	11:31 PM	M-Su News @ 11PM	11-1135p	:30	2012MRFP130H	\$1,400.00 NM
2	10/08/12	10/09/12	M-Su News @ 11PM	11-1135p	22-----	:30	4	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	22-----	4	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/08/12	11:12 PM	M-Su News @ 11PM	11-1135p	:30	2012MRFP137H	\$1,500.00 NM
3	WESH	M	10/08/12	11:34 PM	M-Su News @ 11PM	11-1135p	:30	2012MRFP137H	\$1,500.00 NM
2	WESH	Tu	10/09/12	11:12 PM	M-Su News @ 11PM	11-1135p	:30	2012MRFP137H	\$1,500.00 NM
4	WESH	Tu	10/09/12	11:34 PM	M-Su News @ 11PM	11-1135p	:30	2012MRFP137H	\$1,500.00 NM
3	10/05/12	10/05/12	NBC Prime DATELINE	10:00-11:00 PM	----F--	:30	1	\$4,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	----F--	1	\$4,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	F	10/05/12	10:29 PM	NBC Prime DATELINE	10:00-11:00 PM	:30	2012MRFP130H	\$4,000.00 NM
4	10/06/12	10/06/12	Sat Sunrise 6-8 AM	6:00-8:00 AM	-----S-	:30	1	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----S-	1	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	10/06/12	6:15 AM	Sat Sunrise 6-8 AM	6:00-8:00 AM	:30	2012MRFP137H	\$250.00 NM
5	10/06/12	10/06/12	NBC Saturday	Sat 8-10am	-----S-	:30	1	\$1,700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----S-	1	\$1,700.00				

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser):  
We warrant that the actual broadcast information shown on this invoice was taken from the program log

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**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
960278-1	10/14/12	October 2012	10/01/12 - 10/09/12

Advertiser	Product	Estimate Number
Romney/R/President	ROMNEY/P/R	

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																		
5	10/06/12	10/06/12	NBC Saturday Class of Time - Fixed Non Pre-emptible	Sat 8-10am	-----S-	:30	1	\$1,700.00	NM																																		
<table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WESH</td><td>Sa</td><td>10/06/12</td><td>9:27 AM</td><td>NBC Saturday</td><td>Sat 8-10am</td><td>:30</td><td>2012MRFP137H</td><td>\$1,700.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WESH	Sa	10/06/12	9:27 AM	NBC Saturday	Sat 8-10am	:30	2012MRFP137H	\$1,700.00	NM												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WESH	Sa	10/06/12	9:27 AM	NBC Saturday	Sat 8-10am	:30	2012MRFP137H	\$1,700.00	NM																																	
6	10/06/12	10/06/12	SA/SU 6-6:30 PM Class of Time - Pre-emptible with notice	SA/SU 5:58-6:30 PM	-----S-	:30	1	\$1,200.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>10/01/12</td><td>10/07/12</td><td>-----S-</td><td>1</td><td>\$1,200.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WESH</td><td>Sa</td><td>10/06/12</td><td>6:29 PM</td><td>SA/SU 6-6:30 PM</td><td>SA/SU 5:58-6:30 PM</td><td>:30</td><td>2012MRFP137H</td><td>\$1,200.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/01/12	10/07/12	-----S-	1	\$1,200.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WESH	Sa	10/06/12	6:29 PM	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	:30	2012MRFP137H	\$1,200.00	NM
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8	10/07/12	10/07/12	Sun Sunrise@6-8 AM Class of Time - Immediately Pre-emptible without notice	6:00-8:00 AM	-----S	:30	1	\$150.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>10/01/12</td><td>10/07/12</td><td>-----S</td><td>1</td><td>\$150.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WESH</td><td>Su</td><td>10/07/12</td><td>7:13 AM</td><td>Sun Sunrise@6-8 AM</td><td>6:00-8:00 AM</td><td>:30</td><td>2012MRFP137H</td><td>\$150.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/01/12	10/07/12	-----S	1	\$150.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WESH	Su	10/07/12	7:13 AM	Sun Sunrise@6-8 AM	6:00-8:00 AM	:30	2012MRFP137H	\$150.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	10/01/12	10/07/12	-----S	1	\$150.00																																						
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1	WESH	Su	10/07/12	7:13 AM	Sun Sunrise@6-8 AM	6:00-8:00 AM	:30	2012MRFP137H	\$150.00	NM																																	
9	10/07/12	10/07/12	NBC Sunday Today Class of Time - Pre-emptible with notice	8:00-9:00 AM/9-11A	-----S	:30	1	\$1,800.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>10/01/12</td><td>10/07/12</td><td>-----S</td><td>1</td><td>\$1,800.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WESH</td><td>Su</td><td>10/07/12</td><td>8:55 AM</td><td>NBC Sunday Today</td><td>8:00-9:00 AM/9-11A</td><td>:30</td><td>2012MRFP137H</td><td>\$1,800.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/01/12	10/07/12	-----S	1	\$1,800.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WESH	Su	10/07/12	8:55 AM	NBC Sunday Today	8:00-9:00 AM/9-11A	:30	2012MRFP137H	\$1,800.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	10/01/12	10/07/12	-----S	1	\$1,800.00																																						
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1	WESH	Su	10/07/12	8:55 AM	NBC Sunday Today	8:00-9:00 AM/9-11A	:30	2012MRFP137H	\$1,800.00	NM																																	
10	10/07/12	10/07/12	NFL PRE-GAME Class of Time - Pre-emptible with notice	7:00P-8:00PM	-----S	:30	1	\$4,000.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	10/01/12	10/07/12	-----S	1	\$4,000.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WESH	Su	10/07/12	7:29 PM	NFL PRE-GAME	7:00P-8:00PM	:30	2012MRFP137H	\$4,000.00	NM																																	
11	10/07/12	10/07/12	NFL Class of Time - Pre-emptible with notice	8:00PM-conclusion	-----S	:30	1	\$12,000.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	10/01/12	10/07/12	-----S	1	\$12,000.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WESH	Su	10/07/12	10:01 PM	NFL	8:00PM-conclusion	:30	2012MRFP137H	\$12,000.00	NM																																	
12	10/06/12	10/06/12	Notre Dame Football Class of Time - Pre-emptible with notice	5:00A-4 XM	-----S-	:30	1	\$2,500.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>10/01/12</td><td>10/07/12</td><td>-----S-</td><td>1</td><td>\$2,500.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WESH</td><td>Sa</td><td>10/06/12</td><td>9:22 PM</td><td>Notre Dame Football</td><td>5:00A-4 XM</td><td>:30</td><td>2012MRFP137H</td><td>\$2,500.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/01/12	10/07/12	-----S-	1	\$2,500.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WESH	Sa	10/06/12	9:22 PM	Notre Dame Football	5:00A-4 XM	:30	2012MRFP137H	\$2,500.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
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1	WESH	Sa	10/06/12	9:22 PM	Notre Dame Football	5:00A-4 XM	:30	2012MRFP137H	\$2,500.00	NM																																	
13	10/08/12	10/08/12	Mon NBC Prime VOICE Class of Time - Pre-emptible with notice	Prime Other	M-----	:30	1	\$8,000.00	NM																																		
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1	WESH	M	10/08/12	9:40 PM	Mon NBC Prime VOICE	Prime Other	:30	2012MRFP137H	\$8,000.00	NM																																	
14	10/09/12	10/09/12	NBC Prime VOICE Class of Time - Pre-emptible with notice	8:00-9:00 PM	-T-----	:30	1	\$8,000.00	NM																																		
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	10/09/12	10/09/12	NBC Prime VOICE	8:00-9:00 PM	-T-----	:30	1	\$8,000.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH Tu 10/09/12 7:59 PM NBC Prime VOICE 8:00-9:00 PM :30 2012MRFP137H \$8,000.00 NM									
15	10/09/12	10/09/12	NBC Prime PARENTHOOD	10:00-11:00 PM	-T-----	:30	1	\$6,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -T----- 1 \$6,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH Tu 10/09/12 10:11 PM NBC Prime PARENTHOOD 10:00-11:00 PM :30 2012MRFP137H \$6,000.00 NM									
16	10/06/12	10/07/12	M-Sun Nightly News	6:30-7:00 PM	-----SS	:30	2	\$3,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 -----SS 2 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WESH Sa 10/06/12 6:46 PM M-Sun Nightly News 6:30-7:00 PM :30 2012MRFP137H \$3,500.00 NM									
1 WESH Su 10/07/12 6:46 PM M-Sun Nightly News 6:30-7:00 PM :30 2012MRFP137H \$3,500.00 NM									
17	10/08/12	10/08/12	M-Sun Nightly News	6:30-7:00 PM	M-----	:30	1	\$3,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 M----- 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH M 10/08/12 6:46 PM M-Sun Nightly News 6:30-7:00 PM :30 2012MRFP137H \$3,500.00 NM									
18	10/08/12	10/08/12	M-F Access Hollywood	Access Hollywood /	M-----	:30	1	\$1,700.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 M----- 1 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH M 10/08/12 7:47 PM M-F Access Hollywood Access Hollywood / :30 2012MRFP137H \$1,700.00 NM									
19	10/08/12	10/09/12	M-F 3-4 PM	3:00-4:00 PM	MT-----	:30	2	\$650.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 MT----- 2 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH M 10/08/12 3:35 PM M-F 3-4 PM 3:00-4:00 PM :30 2012MRFP137H \$650.00 NM									
2 WESH Tu 10/09/12 3:22 PM M-F 3-4 PM 3:00-4:00 PM :30 2012MRFP137H \$650.00 NM									
Total Spots							28		

## Payment Terms 30 Days

Gross Total	\$77,500.00
Agency Commission	\$11,625.00
Net Amount Due	\$65,875.00